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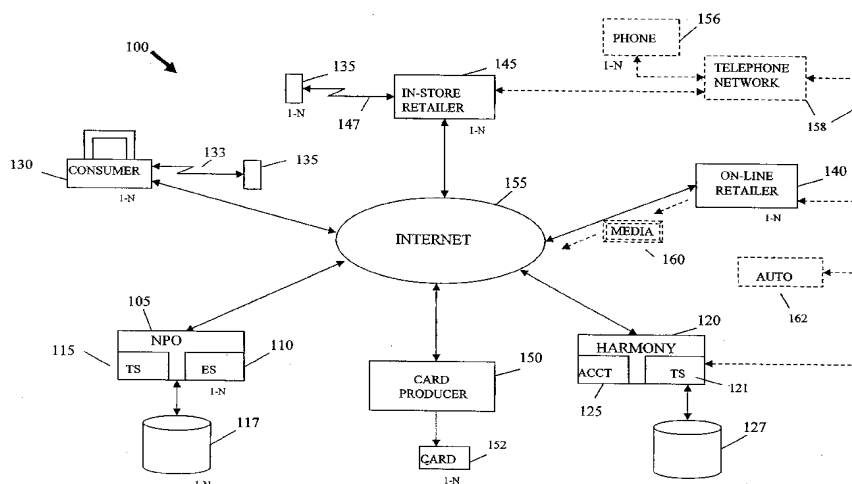
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(54) Title: SYSTEM AND METHOD FOR FACILITATING FUND-RAISING THROUGH ONLINE DIGITAL MEDIA CONTENT SALES



(57) Abstract: A system (100) and method for managing fund raising activities by various types of organizations (210) through the promotion and sale of digital media content (160) is provided. Vouchers or media cards (152), for redemption of songs, videos, animation, games, etc., may be provided to non-profit organizations (210) or other organizations for subsequent sale to consumers (215) to raise monies associate with an event or promotion. The vouchers (152) may have an identifier that permits a consumer to redeem the voucher (152) either on-line (e.g., a web site) (140) or through in-store locations (145). The vouchers (152) may be tracked and accounted for along the process and checks are made to determine validity of a (voucher152) presented for redemption. When a valid voucher (152) is redeemed, a download of the associated digital media (160) may occur to a consumer's device (135). Accounting of fees received and paid to media providers and the organizations may also be provided.